

Highlights

Can Public Housing Associations Drive the Diffusion of Energy Retrofitting Measures? The Case of PV Adoption

- We examine how public housing PV systems influence neighboring private homeowners' adoption.
- We use unique data in which pioneer PV system installation is determined exogenously to address causal challenges in previous studies.
- Stronger peer effects are found in areas with low density and low existing market penetration
- We highlight the need for additional policies to accelerate renewable energy adoption.